

MINI CORPORATE COMMUNICATIONS

Media information

14 July 2023

Long summer nights in Sweden: On the road with the MINI Cooper S Convertible.



P90514723

Summertime in Sweden is magical. During the day, the sun shines relentlessly, and then the days turn into long, softly glowing nights. The carefree open-air driving pleasure of MINI Cooper S Convertible perfectly matches the distinctive atmosphere at this time of year.

Stockholm. Days that never end – what sounds like pure stress in everyday urban life takes on an entirely different twist amid the vast landscape of the archipelago. Around midsummer, in the middle of June, hours of sunshine and seemingly endless bright nights provide plenty of time to relax outdoors. The MINI Cooper S Convertible offers open-top driving fun for an extended summer adventure along the Swedish Baltic coast. From Stockholm, a short drive on the E18 towards Östhamra is all it takes to leave behind the hustle and bustle of the big city. From here, routes 276 and 278 lead south-east on small country roads through a picturesque natural setting and on to the coast.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Phone
+49-89-382-38072

Internet
www.bmwgroup.com

Media information

Date 14 July 2023

Topic Long summer nights in Sweden: On the road with the MINI Cooper S Convertible.

Page 2

Island feeling.

The archipelago north-east of Stockholm is characterised by the deep cuts made by the Baltic Sea to create a rugged coastline. Numerous small islands and an vast expanse of water give a sense of endless space. As soon as you lower the top of the MINI Cooper S Convertible (fuel consumption combined: 6.6-6.2 l/100 km; CO2 emissions combined: 151-141 g/km according to WLTP), this impression is reinforced, revealing a view of the numerous wooden houses along the shore painted in typical Swedish red. This matte yet vibrant colour has its origins in the Swedish mines, where iron hydroxide is extracted as a byproduct. When exposed to air, it becomes iron oxide – in other words rust. This is what creates the unique and typical colouring of the Swedish wooden huts – the bathing houses and excursion restaurants that are a typical feature of the landscape along the Baltic Sea.

Lots of sunshine through the open roof and the constant view of the water intensify the desire to jump into the cool water. Before heading deeper into the archipelago, a stop at Solöbadet is a good idea. From the water, the MINI Cooper S Convertible with its body in Melting Silver III and comfortable leather seats in Chester Malt Brown fits perfectly into the scenery on the shore – and makes you want to drive on.



P90514749

After the swim, a short detour leads north. Crossing a small bridge, we reach the island of Marholmen, where the decorated maypole already stands on the festival meadow of this small islet. As in the whole country, the longest day of the year is celebrated here by singing and dancing together. Midsummer in Sweden is a time of community festivities. Laughter, music and happy get-togethers are the stuff of summer memories, making them unforgettable.

Media information

Date 14 July 2023

Topic Long summer nights in Sweden: On the road with the MINI Cooper S Convertible.

Page 3

Endless days for exploring.

Looking out over the water glittering in the light, the numerous bays and islands overgrown with small forests, you forget the passing of time – especially around the time of the Midsummer Festival. This is because it is bright at any time of day. But your appetite for the Nordic cuisine with its fresh fish and crisp vegetables reminds you in time that it is getting late. With acceleration from 0 to 100 km/h in just 6.9 seconds and the dynamic Steptronic sports automatic transmission, the journey to the eastern end of the archipelago continues swiftly, offering typical MINI driving pleasure. How fortunate that a restaurant is still

open on Furusund: it instantly feels like home with its family atmosphere and freshly caught food.

As we eat, the spectacle of different hues on the horizon unfolds, typical of this time of year. It may be approaching midnight now, but instead of being shrouded in deep dark black, the sky glows in a fascinating mix of different colours including blue, purple, orange and pink. In this unique atmosphere, the top of the



P90514736

MINI Cooper S Convertible naturally remains open late at night. The distinctive blend of freedom and driving pleasure is a perfect match for the Swedish highlight of the summer season and on the return journey to Stockholm provides special moments that are just as memorable as the surreal light above the winding archipelago.

Media information

Date 14 July 2023

Topic Long summer nights in Sweden: On the road with the MINI Cooper S Convertible.

Page 4

Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment. For vehicles newly type-approved since 01.01.2021, the official specifications exist only according to WLTP. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In case of queries, please contact:

Corporate Communications

Franziska Liebert, Communications MINI
Phone: +49-89-382-28030
E-mail: franziska.liebert@mini.com

Andreas Lampka, Head of Communications MINI
Phone: +49-89-382-23662
E-mail: andreas.lampka@mini.com

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>